



ORDER

Flight Dates 10/05/12-10/11/12

Contract / Revision 313002 /
 Original Date / Revision 09/27/12 09/27/12
 Advertiser NRCC IE
 Agency National Media Inc
 Buying Contact
 815 Slaters Lane
 Alexandria, VA 22314

Product NRCC IE 2012
 Agency Com 15%
 Billing Contact
 815 Slaters Lane
 Alexandria, VA 22314
 Sales Office EWSDC
 Sales Region NAT
 Agency Ref

Order Sep 00:20:00
 Estimate # 3266
 Alt Order #
 Billing Type Cash
 Order Type GENERAL
 Billing Cycle EOM/EOC
 Billing Calendar BROADCAST
 Demographic A25-54
 Rev Codes POL POL PARTY
 Product Codes PL
 Priority P-1
 Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 12% Market Value 152500

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	18%	27450
KPNX	18%	27450
KPPX	%	0
KSAZ	25%	38125
KTVK	27%	41175
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	33	\$15,555.00	\$18,300.00	0.00
Totals	33	\$15,555.00	\$18,300.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/11/12	33	\$15,555.00	\$18,300.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/05/12	10/05/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	----F--	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/01/12	10/07/12	----F--					1	\$450.00		0.00		
N 2	KNXV	10/08/12	10/11/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MTWT---	:30	4	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	MTWT---					4	\$450.00		0.00		
N 3	KNXV	10/07/12	10/07/12		CM	4pm-430pm	-----S	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00



Hiatus Dates

Order Sep 00:20:00

Estimate # **3266**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				SU 4pm-430pm										
				SU 4pm-430pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1			\$250.00		0.00			
N 4	KNXV	10/05/12	10/05/12	M-F 6pm-630pm	CM	6pm-630pm	----F--	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
				M-F 6pm-630pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1			\$1,000.00		0.00			
N 5	KNXV	10/08/12	10/11/12	M-F 6pm-630pm	CM	6pm-630pm	MTWT---	:30	4	\$1,000.00	P-3	0.00 NM	4	\$4,000.00
				M-F 6pm-630pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWT---		4			\$1,000.00		0.00			
N 6	KNXV	10/05/12	10/05/12	M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
				M-F 630pm-7pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1			\$1,000.00		0.00			
N 7	KNXV	10/08/12	10/11/12	M-F 630pm-7pm	CM	630pm-7pm	MTWT---	:30	4	\$1,000.00	P-2	0.00 NM	4	\$4,000.00
				M-F 630pm-7pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWT---		4			\$1,000.00		0.00			
N 8	KNXV	10/10/12	10/10/12	M-F 10-1035pm	CM	10pm-1035pm	--W----	:30	1	\$1,400.00	P-2	0.00 NM	1	\$1,400.00
				10pm News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----		1			\$1,400.00		0.00			
N 9	KNXV	10/07/12	10/07/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$1,400.00	P-2	0.00 NM	1	\$1,400.00
				10pm News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1			\$1,400.00		0.00			
N 10	KNXV	10/05/12	10/05/12	Jimmy Kimmel Live	CM	1102p-1206a / 103-	----F--	:30	2	\$250.00	P-3	0.00 NM	2	\$500.00
				Jimmy Kimmel										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		2			\$250.00		0.00			
N 11	KNXV	10/08/12	10/11/12	Jimmy Kimmel Live	CM	1102p-1206a / 103M	MTWT---	:30	8	\$250.00	P-3	0.00 NM	8	\$2,000.00
				Jimmy Kimmel										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWT---		8			\$250.00		0.00			
N 12	KNXV	10/05/12	10/05/12	M-F 1206am-110am	CM	1206am-106am	----F--	:30	1	\$100.00	P-2	0.00 NM	1	\$100.00
				Katie - Repeat										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1			\$100.00		0.00			
N 13	KNXV	10/08/12	10/11/12	M-F 1206am-110am	CM	1206am-106am	MTWT---	:30	4	\$100.00	P-2	0.00 NM	4	\$400.00
				Katie - Repeat										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWT---		4			\$100.00		0.00			
Totals													33	\$18,300.00